



Running Wild

An NCR Counterpoint Case Study

Specialty Retail – Sporting Goods



"We really pushed the envelope with NCR Customer Connect. A lot of the email campaigns we created are now standard product features for all users."

– Nicole Brask, Operations, Running Wild

Run Your Business

From the way Running Wild currently leverages its email marketing capabilities, customers would never guess that the chain was still using a cash register in 2005. "We were vintage," laughs Nicole Brask, who runs operations for the retailer, which has stores in Pensacola, Florida, and Fairhope, Alabama. With apparel, shoes, training, coaching and events, Ms. Brask's description of the retailer as "a running and fitness hub," seems especially apt.

When Running Wild employees saw how the NCR Counterpoint retail management system transformed not just sales, but also their back office, they became true believers. "The system organizes our purchasing and inventory management, so we know exactly what we have and don't have. We have better transparency into all aspects of our stores' operations," says Ms. Brask.

Solution Features

NCR Counterpoint Retail Management Systems

- Offer customer loyalty programs
- Analyze vendor performance
- Provide three-dimensional grids to analyze size, color and width of items
- Validate returns to ensure items are returned at the purchase price
- Provide integrated email marketing capabilities
- View inventory across locations
- Offer gift cards
- Maintain detailed customer information
- Provide layaways
- Reduce fraud by monitoring item images at checkout
- Track sales commissions
- Up-sell merchandise
- Track items with multiple units of measure
- See which items sell together
- Pre-plan promotions

Connect with Customers

With solid operational experience under their feet, Running Wild was swift to adopt NCR Customer Connect, which made its debut in 2010. Ms. Brask and her team saw the potential of the email marketing platform for driving revenues of its merchandise and services, strengthening customer loyalty and doing targeted marketing based on customer lifecycle and preferences. "We have 13,000 people in our database, so it's important to only send our customers information that's relevant to them," says Ms. Brask. The company currently maintains 22 different customer segments.

"A lot of the things we're doing with NCR Counterpoint and NCR Customer Connect are really out-of-the-box," says Ms. Brask. "The great thing about the solution is how you can manipulate it and use it the way you want to." Ms. Brask credits strong local support from Running Wild's technology partner in helping her firm customize campaign functionality. She highlighted two email campaigns the chain runs. Running Wild has created set-and-forget email

campaigns that are sent to customers who buy running shoes, reminding them to replace these items at the six-month mark when they've worn out. "The set-and-forget campaign is invaluable," says Ms. Brask. "You touch it once and then review it once or twice a year for relevance."

Running Wild also sends a three-part campaign to loyalty program members who accrue 300 points in store purchases. The first email informs customers that they have earned a \$35 coupon which expires in 60 days; follow-up emails are sent at the 30- and five-day mark.

Sell Anywhere

Running Wild is planning to implement NCR Counterpoint's integrated ecommerce solution. "We will use NCR Retail Online as a registration platform for our training events and use the integrated data to market to customers," says Ms. Brask. Thus, participants in 5k training courses would get tips designed expressly for their needs.

For more information, call 800-852-5852 or visit www.counterpointpos.com.

Email Campaigns

Running Wild operates multiple ongoing campaigns, including:

- Customer welcome emails (differentiated for online and in-store customers)
- A monthly newsletter which advertises classes, training opportunities and events and is sent to all customers
- Set-and-forget campaigns for purchasers of running shoes and sports bras
- Loyalty member opportunities and discounts
- Training, coaching and event emails
- Women's group member emails

Email Marketing that Delivers

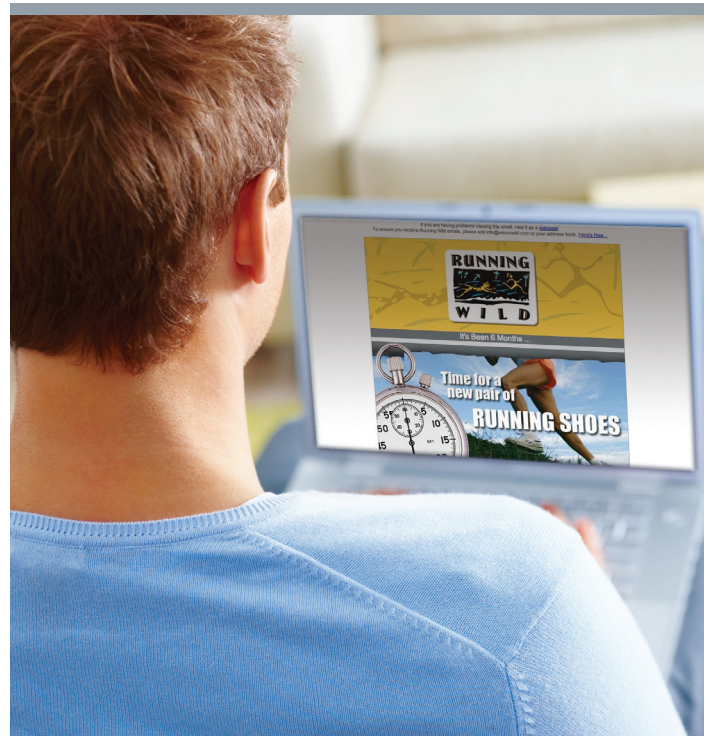
Running Wild shared the results of two recent July 2012 email campaigns:

Loyalty program coupon

- Three reminder emails (60, 30, and 5 days)
- 986 total emails sent
- 29% open rate
- \$17,253 in in-store sales

Running shoes replacement

- Automatically sends an email six months after a customer purchases a pair of running shoes
- 1,101 total emails sent to date
- \$11,249 in in-store sales to date



NCR Corporation
3097 Satellite Boulevard
Duluth, Georgia 30096
USA